

## ORDER



KSNV

**Orders**  
**Order / Rev:** 102148  
**Alt Order #:** 06815975  
**Product Desc:** JOE HECK 4 CONGRESS  
**Estimate:** 2214  
**Flight Dates:** 10/01/12 - 10/07/12  
**Original Date / Rev:** 05/24/12 / 09/19/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heck, Joe for Congress *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	85	\$38,850.00	\$33,022.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	85	\$38,850.00	\$33,022.50	0.00
<b>Totals</b>	<b>85</b>	<b>\$38,850.00</b>	<b>\$33,022.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	37%	\$38,850.00
Market	100%	\$105,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,350.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,000.00
KTUD	0%	\$0.00
KVVU	16%	\$16,800.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/01/12	10/05/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$200.003		0.00	NM	5	\$1,000.00
				M-F 5-6a WakeUp w/Wagners											

## NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/01/12	10/07/12	MTWTF--	5	\$200.00	0.00

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 Estimate: 2214  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/01/12	10/05/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$200.00	3	0.00	NM	5	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					5	\$200.00		0.00			
E 2	KSNV	10/01/12	10/05/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	10	\$475.00	2	0.00	NM	10	\$4,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					10	\$475.00		0.00			
E 3	KSNV	10/01/12	10/05/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	10	\$500.00	2	0.00	NM	10	\$5,000.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					10	\$500.00		0.00			
E 4	KSNV	10/01/12	10/05/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	4	\$225.00	2	0.00	NM	4	\$900.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					4	\$225.00		0.00			
E 5	KSNV	10/01/12	10/05/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$175.00	2	0.00	NM	5	\$875.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					5	\$175.00		0.00			
E 6	KSNV	10/01/12	10/05/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$225.00	2	0.00	NM	5	\$1,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					5	\$225.00		0.00			
E 7	KSNV	10/01/12	10/05/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$250.00	2	0.00	NM	2	\$500.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					2	\$250.00		0.00			
E 8	KSNV	10/01/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	15	\$575.00	2	0.00	NM	15	\$8,625.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					15	\$575.00		0.00			
E 9	KSNV	10/01/12	10/05/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$795.00	2	0.00	NM	5	\$3,975.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					5	\$795.00		0.00			
E 10	KSNV	10/01/12	10/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$795.00	2	0.00	NM	5	\$3,975.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					5	\$795.00		0.00			
E 11	KSNV	10/01/12	10/05/12	Face to Face w/ Raiston Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					5	\$450.00		0.00			
E 12	KSNV	10/01/12	10/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$575.00	2	0.00	NM	5	\$2,875.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--					5	\$575.00		0.00			
E 13	KSNV	10/01/12	10/05/12		CM	1135p-1237a	MTWTF--	:30	3	\$275.00	2	0.00	NM	3	\$825.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show Tonight Show LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWTF-- 3 \$275.00 0.00															
E 14	KSNV	10/06/12	10/07/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$525.00	2	0.00	NM	2	\$1,050.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----SS 2 \$525.00 0.00															
E 15	KSNV	10/06/12	10/06/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.00	2	0.00	NM	1	\$200.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S- 1 \$200.00 0.00															
E 16	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
SAT TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S- 1 \$325.00 0.00															
E 17	KSNV	10/07/12	10/07/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$250.00 0.00															
E 19	KSNV	10/06/12	10/06/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S- 1 \$350.00 0.00															
													Totals	85	\$38,850.00